

BENZ Inc. Hosts North American Sales Meeting April 7-8, 2015



1888 Press Release - Benz Inc. is holding its North American sales meeting April 7-8. The two-day training will highlight marketing efforts, use of social media platforms, BENZ YouTube Channel, upcoming trade shows, catalogs and order forms, new products, product updates, price lists, and "What's Hot" in 2015.

Charlotte-Gastonia-Rock Hill, NC-SC - BENZ Incorporated, specializing in the sales and service of BENZ wood, composites and metal tooling in North America, is holding its North American sales meeting and dealer training for its metalworking and composites products April 7-8, 2015, in Las Vegas, Nevada. The meeting and sales training will be led by John Roasa, National Sales Manager of BENZ Incorporated's Metal Division.

Information sessions throughout the two-day training will highlight a number of sales-related topics, including BENZ Inc., marketing efforts, use of social media platforms, BENZ YouTube Channel, upcoming trade shows, catalogs and order forms, new products, product updates and price lists, as well as "What's Hot" in 2015. The sales meeting also offers several hands-on training sessions that are tooling specific and cover procedures such as angle head adjustment, torque arm disassembly, adjustment and rotation of anti-rotation pins, Solidfix® Modular Quick Change maintenance, LinA Broach installation procedures and more.

"This meeting provides a great opportunity for sellers in our metalworking and composites division to learn about a variety of product lines and live tools through active presentations and lively discussions," said John Roasa. "Hands-on trainings scheduled throughout the meeting will give an in-depth look at installation, alignment and assembly procedures."

BENZ, a member of the Zimmer Group, is the technological leader for the production of innovative machining heads for the wood, plastics, composites and metalworking industries. The company manufactures tooling systems in Germany and offers sales and support for the United States and Canada through its subsidiary, BENZ Inc., headquartered in Charlotte, N.C.

For more information on Benz Inc. and its products, visit <http://www.benztooling.com> or call 704-529-5300.

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